



Accelerated Sales Results Inc.

Cold Calling System for Sales Success - Live Cold Calling Sales Training Workshops®

Proven Techniques, Tactics and Tips that Remove Fear and Rejection from Cold Calling!!!

Are cold calling and prospecting activities giving your telesales or field sales team trouble?

Are you a sales manager that needs to expand your market share by cold calling and selling into large organizations, such as Fortune 500 corporations, the government, hospitals and universities? Do you have salespeople or an inside sales team who make cold calls to sell technology related solutions?

If so, these scenarios will be familiar to you, or you may have found that the following situations are common when your salespeople are making cold calls.

Are they having a hard time cold calling, reaching decision-makers, and setting up well-qualified appointments?

Are you finding that they suffer from cold calling reluctance and fear of rejection, decreasing their overall call and sales productivity?

Are they having trouble getting past gatekeepers while cold calling and gathering information, or even finding out whether or not it is an appropriate prospect to call on in the first place?

Are they finding it impossible to get cold calls returned or responses from email and getting into an endless loop of voice mail, with absolutely no results?

Are they speaking too technically and not asking the right questions, or lacking listening skills, resulting in lost sales or no sales at all?

The big problem today . . .

The big problem today in cold calling on large corporations and organizations, selling technology solutions, is that it is so hard to get a response. Salespeople are afraid of cold calling rejection and, overall, cold call effectiveness is generally very poor.

It is a bad situation, but it really doesn't have to be like this. Salespeople that have taken our **Cold Calling System for Sales Success - Live Cold Calling Sales Training Workshops** have had breakthroughs in all of the above issues. After taking our sales training workshops, participants report outstanding results.

Participants report the following results:

They are easily able to reach top decision-makers who can make buying decisions, without manipulative techniques and gaining full trust, enabling them to set appointments easier.

Call reluctance and fear of Rejection is dramatically reduced.

Call reluctance and fear of rejection is dramatically reduced, because the Ron's cold calling process is so much easier and so much fun. As a result, salespeople make many more calls, because they're getting results consistently, like they never had before.

Getting past gatekeepers is no longer a problem. In fact, people learn how to make the gatekeeper their ally, the person that can help them best in the selling process.

People have learned very simple and effective techniques for getting calls returned from voice mail and responses from email quickly, with prospects eager to hear what they have to offer on the other end of the line.

Technically oriented sales and support people have learned how to build relationships and close more sales.

If these are the results that you would like to see in your company, please read on to learn more.

If you identified with some of the problems or issues of cold calling, prospecting, making appointments and getting together with top decision makers and if you're a technology company and you would like to see the kind of results that we talked about please read on.

You've probably attended sales training that explains, once you've had a meeting with the decision maker or prospect, how to make a presentation, how to ask questions, how to handle objections, how to close, etc., etc. However, that does not do you any good if you can't find or meet with this person in the first place.

This is shown to be the number one issue in selling and salespeople feel, if they could just get in front of more prospects, more sales would come automatically. In most sales training, very specific detailed techniques for finding and reaching people are never told. They tell you to call to the top or to get a referral from someone.

The truth is that most sales trainers explain that so much business comes from word of mouth and if you get an appointment, then you can apply regular sales techniques. However, that does you absolutely no good if you're trying to reach a prospect that you know will never call you.

In developing our training over the years, we realized that one of the biggest needs was how to find and get in front of decision-makers. Also, salespeople needed to learn how to reduce the call reluctance, eliminate the fear of rejection, how

to get through or work with gatekeepers and how to get responses from voice and email messages.

So, our main focus is on how to get through the maze of large organizations, find the right people who have the authority to evaluate and make buying decisions and how to get face-to-face, phone and online demo appointments along with working with gatekeepers and getting responses from voice mail and email.

And there's something else that sets us apart from all other sales training programs!

Most will talk about theories and ideas and about how to sell. Even better, some courses will do role-playing and practice calls. These have a certain amount of use, but they really fall short.

The reason for that is, you go back to the phone but, even though you have the principles and ideas, you still haven't had the hands-on experience. Behavioral research shows that, to positively modify behavior, people must actually see, hear and do the behavior in real-life situations.

Although role-playing can help a little, it really doesn't help as much as it should. We think sales training should be much more hands-on. Therefore, we do something that, as far as we know, no other sales training does.

This is what it looks like in an Accelerated Sales Results' Live Cold Calling Sales Training Workshop.

First, we actually get phone numbers and have a live phone line in the classroom. Then Ron, from the front of the room, picks up the phone, and calls Fortune 500 corporations and large organizations and actually shows how to get through to decision-makers, demonstrating exactly how it is done.

Participants sit there with their mouths open, amazed that they're actually seeing it done before their eyes. Peoples' jaws literally drop, as Ron calls into some of the world's largest corporations and organizations. Ron demonstrates continuously, using a variety of strategies, to show how cold calling doesn't have to be hard and that it can be fun.

Then, after the call, Ron explains more about what he did and then makes another call using another technique. And he doesn't do this just one time. He does it literally for most of the whole of the first day.

Each time, Ron explains what he did, what happened and what to do next. Then, the day wraps up at around 4:00 p.m., giving your salespeople time to use what they've learned.

Often at the end of the day, they will get back on the phone and make several calls implementing what they've learned. Participants come back for the second day and we do something even more outrageous. Ron then has each of them picking up the phone, calling and mirroring exactly what they've learned the day before. Now they're calling into their own prospects, working at getting through to decision-makers and actually getting valuable work done during the workshop.

The best part is that Ron sits right next to them and coaches them through their calls. We see some pretty amazing results.

After each person finishes a call, we debrief, discuss it and get questions and feedback from the audience. At this point, the workshop is at a fever pitch of excitement. People can't wait to actually do this.

The call reluctance and fear of rejection starts just melting away. Salespeople see that the very gentle, respectful, professional way in which these calls are made is something that they could do. Before you know it, they start getting excited to get on the phone.

Key Benefits

Your sales force will benefit, no matter their current level of experience or success. If your sales team has minimal sales experience and training, they'll receive a step-by-step, proven cold calling system for successfully making prospecting calls. And, because this simple system works so consistently, their confidence will increase dramatically, as they apply the techniques and skills to their own prospecting.

For experienced sales professionals, this program will energize them by giving them a more comprehensive approach to cold calling and prospecting. They'll correct bad habits, refine existing sales skills and get refreshed in sales fundamentals they may have forgotten over the years.

If your salespeople come with an open mind and a willingness to learn and are ready to take the next step in cold calling, prospecting and selling effectiveness, Accelerated Sales Results' program, **Cold Calling System for Sales Success - Live Cold Calling Sales Training Workshops™** could be the most powerful sales course they will ever attend.

Ultimately, the results shown from the workshops aren't a function of an attendee's years of sales experience, but rather his or her willingness to learn, combined with a positive attitude for improving themselves.

Read what some of our past participants have said about this workshop.

"I was amazed to see Ron actually uncover a sale for Agile in Singapore. I know we had some concerns regarding cultures prior to the course, since we were not sure how your approach would work in the different countries around Asia. I have also been very impressed by your willingness to follow through on the program."

**Peter O'Shannassy, Education Manager
Agilent Electronic Products & Solutions Group, Asia**

"Every week my inbox is filled with training course offers for easy answers and quick fixes to my Sales, Marketing and Customer Service problems. From experience, I've learned that most aren't worth the effort to open the envelope. Accelerated Sales Results' training program was the remarkable exception. Listening to Ron work his magic forced me to totally rethink what it means to be effective on the phone. **Ron did exactly what he said he would do in a jaw-dropping performance of skill.** This training isn't voluntary, it's mandatory, for anyone with even the slightest interest in success."

**Brian Hawkins, Business Development Manager
Action Technologies**

“The techniques are easy to understand, make a lot of sense and are simple to implement. Some on my team have already told me how they were able to make contacts and fill out an organization chart for large companies in just a few minutes, using Ron's techniques.

I am confident that any sales organization can use these techniques to gather more information in a shorter period of time, which will result in more sales.”

**Chris Chapin, Regional Vice President VAR/Telesales
Allen Systems Group, Inc.**

“Now, with what the reps have learned from Ron, **I have a great deal of confidence that we will be able to close an opportunity quicker, build our pipelines more rapidly and increase our "coaches" in every single account we have, resulting in higher revenue production.** Thanks again for the great training and be assured that Accelerated Sales Results, Inc. will be getting my sales training business in the future.”

**Ted Guthrie, VP of Sales
BaaN Company**

“I think your workshop is GOLDEN. **It will put significant commission dollars in my pocket - in very short order.** Thanks for your insightful and helpful training - I highly recommend it!”

**Kent Johnson, Account Manager
Batkys-Howell**

“We were extremely impressed with the workshop - so impressed that after Ron conducted the initial workshop for our inside sales team, I asked the rest of our sales team to rearrange their schedules and attend the workshop as soon as possible. Accelerated Sales Results' workshop exceeded all of our expectations. **Without hesitation, I recommend it for both experienced and entry-level salespeople. It's a tremendous motivator.**”

**Sean Chiarito, Vice President of Sales
CYRANO Software**

“In the past, I have attended other sales training programs, but this is the only one that I was truly happy to have paid for. **The results were fast, the content effective, and our employees were left confident and with direction.**”

I would absolutely recommend your class to any organization! Please feel free to use me as a reference at any time.”

**Matthew Wallace, Vice President of Sales
Dataspace, Inc.**

“Over the past month **our Call Center has tripled their lead generation performance, and our Inside Sales group has doubled their results in setting qualified appointments.** It is my belief that the Accelerated Sales Results training played a significant role in this increase in performance. Bottom line is that Accelerated Sales Results training left a very positive impact on the group.”

**Charlie Simmons, SVP - Inside Sales and Call Center
divine, inc.**

“We are very pleased with the Accelerated Sales Results' methodology and techniques that were taught to our telesales

reps in class. **Everyone who has attended the class has enjoyed it immensely, and found great value in the processes. I have not seen a better method for prospecting in any sales literature or class.**

Our telesales reps and lead generation reps are now confident and ready to pick up the phone and generate leads. We appreciate Ron taking time to work with our staff one-on-one to prospect for new clients. This will help us to meet our goal of transforming our operation into a "cold calling" culture.”
**Paula Peters, Training Specialist
EDS**

“Thank you for providing the Accelerated Sales Results live cold call sales training to the team at Independent Technology Group. We had been treading water for several years with low appointment counts, and conveniently blamed it on the slow economy. I know now that we were wrong.

We immediately put into practice the techniques and strategies learned during our live training. In the first week, our appointment volume increased over 25%.

We are confident that revenue will quickly follow. We can only wonder how much more profitable our efforts would have been had we taken your training a few years ago.”

**Douglas Marlin, Managing Partner
Independent Technology Group**

“Since this class, we have noticed a great deal of improvement in our call statistics and quality of calls. We have started to penetrate major accounts and we saw some major sales during the third quarter. A great deal of credit for this improvement has to be given to this class. The reps have greater self-confidence in their jobs, and have become more aggressive in their phone skills. The new telesales reps are eager to take this class this spring.

We have never had a sales class in this department that so immediately affected the bottom line of the company. I would highly recommend this class to anyone who wants to jump-start their sales. Thanks again, and we are anxious to continue our relationship in the future.”

**David Hooper, Training Manager,
Informix Software**

Get Up to Selling Speed Quickly!

“I was surprised how very quickly the time went by. **I highly recommend your seminar to any who wish to become a true sales professional.**”

**Michael Blaszk, Vice President of Sales
ISYS Search Software Pty. Ltd.**

“Having participated in many training classes in the past, I found this one to be one of the best. The approach, the hands-on experience and the practical applications will all be beneficial in what we do on a daily basis. Also, as a facilitator myself, I certainly know that keeping the participants engaged in the process is sometimes very challenging. **Ron's style in presenting the class certainly kept everyone engaged at all times.** The class was very educational, helpful, and extremely beneficial! Thank you!”

**Cynthia S. Sech, Business Development Manager
MeadWestvaco Corporation**

"Thanks for delivering the "Cold Calling System for Sales Success Sales Training Workshop" to our Western Region Business Development Team. I found the session to be very informative and hands-on from a learner's perspective.

The model Ron has developed is thorough and immediately applicable to any type of industry and the method of teaching it is very effective.

I personally enjoyed the opportunity to make a call, apply this learning and test the process. It is proof that you do not have to be a salesperson to use these techniques!

Also, thanks for taking the time to learn about MeadWestvaco. This enabled you to speak the language of our sales group, which lends a lot of credibility."

**Lisa Hone, Manager, Human Resources Development
MeadWestvaco Corporation**

"I truly believe Ron opened our eyes to a new world of opportunities. Even the most cynical sales reps were amazed by the new horizons opened for them. The entire team feels that they are now equipped with better tools to explore their territories. The team's reactions were amazing. Ron's system DOES work.

I got responses from my people such as "I don't know what have I been doing for the last five years", "I am a changed man" and more. **The fact that, while the training was still going on we already got two real important meetings, was striking even to the most skeptical people. They are all are very excited now.**

I feel that the Accelerated Sales Results' system can be used not only on cold calls - in fact, I am applying parts of it to each and every call I am making.

I am sure we will use Accelerated Sales Results' services again. Thanks again for helping us be a more successful team."

**Rami Ziv, Executive Sales / Product Specialist
Medcon Telemedicine Technology, Inc.**

"I am on the telephone every day, making sales calls into fifteen states in the US and three provinces in Canada, plus Northern Europe. I sell software tools for Oracle Applications shops. **Accelerated Sales Results' training works for me, everyday, on every call.** I might not be as successful today without this teaching in that class at Sterling Software several years ago."

**Ben Thomas, Account Manager
RingMaster Software**

"I wanted to express my gratitude for the outstanding job that Accelerated Sales Results did for the Western Region. As you may recall, Accelerated Sales Results was brought in to deal with our specific problems of obtaining quality leads and information and build the pipeline.

I am happy to report that, after starting the year with negative margin, we ended with significantly increased margin and **my specific district demonstrated significant increases quarter after quarter, in both revenue and pipeline**

strength. Indeed, this New Year marked the largest number of new customers in the west than ever before.

I am confident that the pragmatic techniques that were so clearly and readily demonstrated within just a short amount of time were a key contributor to our success. I have found Accelerated Sales Results' techniques applicable to both the low-end commodity type sell in addition to the larger, long-term strategic account sell.

In addition, Accelerated Sales Results' ongoing support via the email subscription lists and willingness to answer ongoing questions, clearly demonstrate Accelerated Sales Results' commitment to their clients' success.

Please feel free to provide my name and number to anyone considering taking advantage of Accelerated Sales Results' educational offerings."

**Brian Freese, District Sales Manager Northwest District
MicroStrategy, Inc.**

"Thanks again for doing such an excellent job with our training session. It was exactly what we needed. The techniques taught were easy to grasp and worked well for all of our salespeople, regardless of their experience or openness to new ideas. The techniques were practical, they addressed our greatest needs and it was obvious that they would make a difference.

Then, when we all started to put them to work in the practice calls, all I can say is "Wow!" **We sold more during the demo calls that we invested in the training. Now that is ROI!!!**

It's been about seven weeks since the training and I've seen a clear and positive difference in the way we sell and the way we think. I've participated in a lot of training in my career, but I've never seen a program that impacted performance so directly. The workshop clearly exceeded our expectations."

**Tom Brooksher, President
National Cable & Television Institute**

"Thank you for the opportunity to attend your Cold Calling System for Sales Success Sales Training Workshop. Even though I have been in sales for over ten years, I left the workshop with a new sense of commitment and confidence when applying the techniques to cold calling and prospecting.

Making actual telephone calls during the workshop was also far more valuable than just listening to a trainer teach from a workbook. Thanks again, and feel free to use me as a reference."

**Vince Stanton, Central Regional Sales Representative
National Cable & Television Institute**

"I wanted to write to express my gratitude for the work Accelerated Sales Results did with my sales team. As you know, I came to Accelerated Sales Results with a team of people both seasoned and new to our organization, and also a company that is changing its product set and the way we sell. My goal was to significantly increase our penetration in to both new and existing accounts, in addition, to build confidence in my people, regarding how they uncover deals and network within their respective opportunities. We are firm believers in sales process and have embraced Solution

Selling, however, my personal feelings are that Solution Selling is great once you make contact, but we needed a whole process around getting to the right people.

All I can say so far is "what a difference". **It was great to see people in the session literally jumping up to work with Ron and put into practice what Ron was teaching them.**

Accelerated Sales Results has made firm believers out of fifteen people on how to work through a company to get the information you need to be successful. Confidence levels have skyrocketed. We are actively measuring numbers of new quality contacts, number of new deals generated, size of pipeline, etc. and all are on the rapid rise. I now can say with confidence that we have the right sales tools to effectively grow the business the way we want.

**Gig Willson, District Manager
SAS Software**

"Thanks again for a great class. Because of it, **my telephone prospecting and qualifying has tripled in efficiency and I'm getting into companies I formerly had regarded as impossible.** Watching Ron in action, on real live calls, call after call, showing how to get past barriers and maximize the value of each call, was remarkable. I was amazed by Ron's success and am now beginning to achieve similar results myself.

I would certainly recommend this class and Accelerated Sales Results' follow-up support to any business-to-business sales organization. Don't hesitate to use me as an enthusiastic reference anytime! "

**Sylvia Ahern, Ph.D., Account Manager
Sterling Software**

"This was the first training course that I had in my nineteen years of sales experience that I actually was able to implement what I was learning during the training.

By following the Sales MAP and applying the techniques learned, I have been able to exceed my goals and quotas in half the time it used to take me. Accelerated Sales Results' processes work and are non-intrusive into my client's daily routines; in fact my clients are now truly my partners in bringing Valtech's services into their companies."

**Jeff Abee, Senior Business Development Executive
Valtech Technologies, Inc.**

"Accelerated Sales Results recently conducted a sales training class for my sales force. They left the class re-energized and excited about getting on the phone. **The training provided was very valuable, especially how to get the most information from each call.** I have seen sales increase and morale improve in the last few weeks.

I encourage my sales managers to go over the techniques learned in the class at least once a month to keep them fresh. Thanks for a positive and useful course."

**Kim Cooke, President
US Netcom**

About an Accelerated Sales Results, Inc.

Our business philosophy focuses on using a polite, respectful and persistent informational "understanding comes before selling" strategy. The key concept is to gain a better grasp of the needs, challenges and problems facing prospects and customers today before trying to sell a solution.

This non-threatening, informational approach enables prospects to be less defensive and share more information that is valuable. The focus is on fact-finding and information gathering using an intelligent, yet simple, repeatable process. This proven process consistently uncovers business opportunities; helps identify and map out all the buyers, influencers and stakeholders within an organization. Then, using the information gained, face-to-face meetings, online demos or phone appointments are set.

Your company's product and marketing literature forms the basis of a customized live cold calling sales call training workshop. During the workshop, your salespeople actually work on winning business at company accounts by making live calls into those accounts. Each salesperson also gets their own detailed, 100-plus page, training workbook, jam packed full of exercises, scripts, usable forms, checklists, reminder systems and sales and marketing resources. Ron S. La Vine, MBA, President and founder of Accelerated Sales Results, Inc., has been in sales and sales management for over 35 years. Accelerated Sales Results specializes in working with business-to-business salespeople--both inside and outside--who conduct cold calling over the phone into the Fortune 500 and large organizations such as local and state schools, universities, hospitals and local, state and federal government.

Each workshop is designed to deliver practical, time-tested, live sales call training, where participants begin showing results from the very next time they get on the phone. Participants love the "live calls" into their own accounts. Ron demonstrates low-pressure, easy-to-learn and use, customer-oriented techniques, ideas and processes.

He works with hundreds and hundreds of salespeople each year, helping them to learn how to get more business while working over the phone. Ron provides sensible, how-to ideas and processes that help salespeople use the phone more effectively to cold call, prospect, sell and service accounts, without fear and rejection.

These how-to ideas, articles and tips appear regularly in the print and electronic media. Ron has written numerous articles and has been written about in a variety of magazines and professional sales and marketing industry-related newsletters, including *SellingPower*, *Sales and Marketing Management Magazine*, *Selling Radio*, *Entrepreneur Magazine*, *Inc. Magazine*, *Entrepreneur.com*, *BuyerZone.com*, *USA Today*, *BusinessKnowHow.com* and *Sales, Advertising and Marketing Magazine*, *Investors' Business Daily*, to name a few.

Ron holds Accelerated Sales Results, Inc.'s **Cold Calling System for Sales Success - Live Cold Call Sales Training Workshops®** worldwide. Ron has trained thousands of sales reps using live cold calling for clients such as Agilent Asia Pacific, ASG, CA, EDS, IBI, Informix, iWAY, LRS, MeadWestvaco, Merant, Micro Focus, NCTI, Platinum, Serena, Software AG, SAS, Sterling Software's ADD, DID,

OMD, SMD, VMD Divisions, plus over 60 more technology & non-technology related firms.

Ron has delivered live cold calling hands-on workshops in Canada, England, France, Hong Kong, Ireland and the USA. Cultures trained included sales reps from Australia, Austria, Belgium, Canada, China, Denmark, England, Finland, France, Germany, India, Ireland, Italy, Korea, Luxembourg, Malaysia, Netherlands, Norway, Philippines, Singapore, Sweden, Switzerland, Thailand and all across the USA.

Ron customizes the hands-on workshop for on-site, in-house delivery. Clients include technology-related companies such as ACT! Software, Agilent Asia Pacific, Allen Systems Group, Computer Associates, EDS, Hewlett Packard, Imagine SA, Informix, Micro Focus International, MicroStrategy, SAS and Software AG, plus many other corporations who have salespeople calling into the Fortune 500 and large organizations such as local and state schools, universities, hospitals and local, state and federal government.

Ron's degrees include a Bachelors degree in Management Theory and Practice from California State University,

Northridge and a Masters degree in Business Administration, with an emphasis on Marketing and Organization Development from CLU University.

Ron's experience includes calling on well over 3000 different corporations, organizations, local, state and federal government entities, universities and hospitals, including over 95% of the Global 2000 for their clients, during his live cold calling sales training workshops.

Ron is a member of the American Society for Training and Development. He is a past professional member of the National Speakers' Association, Sales and Marketing Executives International, Association of Independent Information Professionals, the Society of Competitive Intelligence Professionals and the Information Technology Association of America.

Some Accelerated Sales Results Clients

- ACT! Software
- Action Technologies
- Agilent Technologies Asia Pacific
- Allen Systems Group
- Aurum
- Baan
- Batky-Howell, Inc.
- BoldFish, Inc.
- CADMAN Corporation
- Caribou Lake Software
- Carl Zeiss
- Centra Software, Inc.
- Computer Associates
- CYRANO
- Dataspace
- Delmar Thomson Learning
- divine, inc.
- EDS
- ERDAS, Inc.
- Firstwave Technologies, Inc.
- Gale Group/Thomson
- H & W Computer Systems, Inc.
- Hewlett-Packard Middleware
- Imagine Software, SA
- Independent Technology Group
- Informix, Inc.
- International Retail Services Group
- ISYS Search Software Pty. Ltd.
- Kintana
- Levi, Ray & Shoup, Inc.
- MeadWestvaco
- Medcon Telemedicine Technology
- MERANT
- Micro Focus International Limited
- Molecular Applications Group
- MicroStrategy, Inc.
- National Cable & Television Institute
- Objectspace
- OneSource Information Services
- On-line Consultant Software
- Outtask
- Pearson Education Technologies
- Physicians Information Exchange
- Quality Design Systems, Inc.
- Red Brick Systems
- RingMaster Software
- SAS
- SERENA Software, Inc.
- SESCOI
- Software AG
- Sterling Software, Inc.
- Strohl Systems
- Transoft
- Uniscape
- USinternetworking
- US Netcom
- Valtech USA
- VenturCom, Inc.
- YOUcentric

**Learn more about how your company
can take advantage of this powerful training.**

By now, we hope you understand how this program works, why it is so different and powerful from everything else available and what our clients think of this workshop.

We're sure you'll agree you've never done a training program like this. Up to this point, it's been theories, ideas and role-playing. Even though the ideas might be great, they simply don't have the impact and the ability to transform a typical salesperson into one who is willing and excited to get on the phone everyday and make contacts with new prospective clients.

Once people have had this training, you're going to see a completely different level of activity and excitement. You are going to find it astounding.

Here is how we work with our clients. First, we're going to ask you to fill out the assessment form and email it, by sending <mailto:freeanalysis@AcceleratedSalesResults.com> or fax the completed form to 1-818-991-5938.

Then, we'll will give you a call and set up a specific time and day to discuss more about your needs. We will have reviewed the form and we'll talk about your goals and how your sales organization currently operates. By the way, please don't respond to this unless you sell into the Fortune 500 and large organizations such as local and state schools, universities,

hospitals and local, state and federal government. If you feel that this is something that would be appropriate for you, then we'll work at developing a custom workshop for you based on your feedback.

We'll make sure the participants learn multiple selling approaches in the workshop. We call into actual accounts on the first day, demonstrating how this works. After each call, we will debrief and learn from what took place.

Following the first day, we'll send participants away with a homework assignment. We'll give them the guidelines and explain the principles of how to write opening statement/voice mail and email messages that will get dramatically increase responses. They come back the next day and then we critique those.

After the opening statement/voice mail and email reviews, the salespeople, one by one, with Ron sitting next to them and coaching them, call into their own accounts in front of their peers. We'll review each call and talk about what went right and where there maybe some areas of improvement.

At the close of the training, after all the calling is done, we'll finish up with a two-page evaluation covering what the participants thought about all areas of the workshop.

If you are ready to begin increasing your sales, complete the form below now.

Accelerated Sales Results Inc.

Removing Fear and Rejection from Cold Calling

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**Sign up for our FREE "Sales Tips and Telesales Tips for Selling Success" eZine at:
www.Accelerated-Sales-Results.com**

Free Sales Training Needs Analysis Form

PLEASE COMPLETE THIS FORM AND FAX TO 1-818-991-5938, OR SEND MAILTO:FREEANALYSIS@ACCELERATED SALES RESULTS.COM

First and Last Name: _____

Your Title: _____

Your Company Name: _____

Your Company's Website URL: _____

Your Area Code and Phone Number: _____

Your Time Zone: _____

Your Country: _____

Your Email Address: _____

What is the approximate NUMBER of PEOPLE who require sales training? _____

What is the total number of sales-related people in your organization? _____

What is the timeframe you are looking to implement your training program? _____

Has budget been put aside for sales training? _____

Who besides yourself will be involved in making the final decision? _____

How Did You Find Us? _____

1. Please describe your salespeople's job or duties including what solutions or services they are responsible for selling.

2. What are the three main problems each of your solutions solve?

3. What are the steps in the cold calling process or system your salespeople currently use to make a cold call?

4. What TYPES of organizations do your salespeople call on (clients, leads, prospects, distributors, resellers, etc.)?

5. What DEPARTMENTS in an organization do your salespeople call on?

6. What TITLES in an organization do your salespeople call on?

7. This is a list of common challenges or problems many of my client's salespeople face. (Please place an X next to any of them that apply to your sales organization)

Asking the right questions, knowing what to say (in concise fashion) for gaining quick credibility.

Being able to effectively call high up in an organization.

Breaking into lines of business.

Building an internal organizational chart not publicly available.

Building rapport and trust quickly.

Building their company's credibility.

Capturing and keeping the interest of a target person on the phone.

Closing for face-to-face appointments.

Conducting successful pre-call planning.

Creating a sense of urgency for prospect to take action.

Determining how many calls to make and when to make them.

Determining if they are working with a qualified prospect.

Developing an opening statement that creates immediate interest.

Developing compelling email mail that gets return responses.

Developing compelling voice mail that gets return calls.
Differentiating themselves from all of the other calls.
Directing a conversation to set up well qualified appointments.
Disarming prospects so they are not defensive.
Discovering more information relative to the internal political environment in a prospect account as it relates to our solution.
Ending a conversation on an action step.
Finding needs, pains, problems or challenges.
Finding who are the decision-makers, influencers, or stakeholders.
Gaining access to decision-makers.
Gaining agreement for time and date specific action steps.
Getting a clear understanding of personal benefits and wins.
Getting a face-to-face, online demo or phone appointment.
Getting names, numbers, emails of influencers, decision-makers, or potential coaches.
Getting people to take the time to speak with them.
Getting prospects to interact and exchange information
Getting to the decision makers quickly.
Handling objections.
Handling we don't give out names or titles
Helping the prospect understand what we do, how we can help, and why we do it better than the competitive product.
Identifying and developing messages for each type of buyer.
Identifying the evaluation, decision-making, budgeting and buying processes.
Keeping a "positive attitude" in their voice.
Keeping a conversation going.
Knowing how to use phone systems to navigate through a organization.
Knowing what questions to ask during a conversation.
Knowing what to listen for during a conversation.
Knowing what to say when they reach a decision-maker.
Knowing who to call in an organization
Letting the person they are speaking with get off the hook a little too easily.
Listening intently (without thinking ahead to their next statement) so they can "get the facts right the first time."
Maximizing the time it takes to get good information.
Feeling nervous.
Overcoming cold calling reluctance and fear of rejection.
Properly qualifying to determine if an appointment is warranted.
Qualifying out of an opportunity that may burn up time in the sales cycle and not result in a decision.
Quickly increasing the size of your sales pipeline.
Reducing the length of the sales cycle.
Sequencing of questions.
Setting call objectives.
Sounding credible in their industry or area of interest.
Strategies for getting people to open up to someone they don't know and share information with that person.
Taking notes faster and more effectively.
Using their voice effectively over the telephone.
Working with and turning gatekeepers, screeners and blockers into allies.

8. What are your top three or more challenges that your salespeople encounter when they are cold calling or doing business over the phone?

- 1.
- 2.
- 3.

Other:

9. What would have to take place for you and your salespeople to consider the live telesales call training workshop a success (please be specific)? What do you value most in a sales training workshop?

For the training workshop to be considered a success by me, it would need to...

10. What other types of sales or telesales training have your salespeople participated in during the past?

11. What are the specific parts of the other training or materials *you liked*? Or I like it when sales training workshops address:

12. If you had a wish list and could change anything you wanted about the classes, courses, seminars or workshops your salespeople have attended, what would you change?

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